

# Answer Access©

## Custom Research Case Study #2



**IN-PERSON  
CONSUMER  
INTERVIEWS  
at home  
improvement  
centers  
provide  
valuable  
insights on  
perceived  
advantages  
of client's  
product vs.  
competitive  
products.**

### **The Objectives**

A manufacturer of storm protection shutters wanted to test market the viability of its product in specific regions of the USA vis-à-vis competitor products. The goal was to determine the satisfaction of current storm protection options, the appeal and value perceptions of the client's product, as well as the consumer's likelihood to purchase the product.

### **The Process**

A total of 191 homeowners were interviewed inside home improvement centers. Customers were shown various products and asked to rate a number of factors including ease of use, appearance, price and protection. In addition, respondents who currently own storm window protection were asked to rate the product they owned on the same factors.

### **The Outcome**

Excluding the obvious need for protection, "ease of use" and "price" were by far the most important selection factors for consumers. Results indicated the manufacturer's product to be clear winners on all fronts when price was not a factor. They were deemed to be somewhat overpriced. However, a majority of consumers (60%) said they were likely to purchase the product when next in the market for new storm protection.

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